





















## BARGAINS!

5 Lots on Crowfoot Street :  
For a few days only. \$1200, Terms 1-2 Cash  
Improved -- 160 Acres Irrigable  
Land--4 miles from Cluny A SNAP at  
\$25.00 per Acre. Cash Payment \$900

Accident Life Fire

**W. H. McKIE**

REAL ESTATE LOANS INSURANCE

## EYE SIGHT YOUR EYES

will appreciate the care and comfort derived from wearing "proper fitting glasses." When getting your eyes so tested human ability, reliability, and above all, demand experience--the experience is the chief thing in action.

**S. L. TAUBE**

Manufacturing Optician and Eyesight Specialist

Who has had 35 years Practical Experience in Optical Work WILL BE AT

**YATES' DRUG STORE, Gleichen, on**

**THURSDAY, MARCH 23rd**

Remember the Day and Date

S. L. Taube is the oldest Optician in Canada, having been established since 1872, and during the past 38 years has given every satisfaction to thousands of customers. His work has been very highly recommended by all those who have had occasion to consult him professionally.

If you have "eye troubles" DON'T FAIL TO TAKE ADVANCE.

TAUBE of this opportunity to have your eyes properly attended to.

ALL WORK IS ABSOLUTELY GUARANTEED

ESTABLISHED 1872

**S. L. TAUBE**

Manufacturing Optician and Eyesight Specialist

Toronto Office - - - 126 Huron St.

Advertise in The Call

## TOWN AND DISTRICT

Bulky chicken.

The smile of our farmers continues to broaden daily.

Once more we rise to remark: Watch Gleichen grow!

Capt. Strange, who formerly ranches on Bow River, is now located at Vernon, B. C., after spending over a year in England.

Albertain and Mrs. T. H. Beach are happy in the arrival of a son in their home in Gleichen on Sunday morning, March 23rd.

One more the Call rises to remark that for those changes and good feeling all will be in the office Saturday or before.

Bowley & Hall will have something interesting to tell the public in our next issue about footwear, spring suits, vegetables, groceries, etc.

"Will the railway cut my farm in two?" is the serious question among Queenstown farmers. But they all want to see the cars down that way.

The Queenstown farmers are rejoicing in that they still have plenty of more thoroughbred stock and look forward to a bumper crop the coming season.

W. W. Brown was in from the H. O. ranch Tuesday evening completing his business as Mrs. Brown and family had just returned from Vancouver and left that afternoon for Ontario, where they will visit friends until July.

Chas. Park, of Natchez, spent Tuesday in town with his many Gleichen friends. "Charlie" says there is now place he feels quite so much at home as right here. It is pleasing to his friends to know that he is making good in his numerous enterprises, which include coal mining, ranching, an irrigation farming scheme and several other business. His millions are in sight.

After trying hard for four years at last the Call has got people thoroughly accustomed as how to pronounce the word "Gleichen." Some one before and some after affirming the pronunciation, but that is not it to the swear words one is inclined to use when away from home and some one asks: "Are you in Gleichen or a Dukhobor?"

The executive committee of the Bow Valley Hockey League have not yet met to decide upon the prize made by the Russian team at the match played in Gleichen, Feb. 25th, but it is understood a meeting is to be arranged within a few days.

Last Friday F. J. McBoagel, of Edmonton, purchased from John Clark, Jr., the home bred stallion Studly Blue of Crowfoot (10210), since they Blue (5184), and then Floxy Lynd of Crowfoot (7819). This is a very fine animal and Mr. McBoagel is justly proud of his purchase.

The chicken of the past few days has the reputation of being more than meted the snow until the grass has shown up sufficient to allow the little party of egg-folk. One prominent rancher said yesterday: "This chicken is worth many thousands of dollars to me and every other rancher."

Frank Arnitt was in from his Queenstown farm Tuesday, and in conversation stated that he came here four years ago because he was "broke" and wanted to start anew. He has made good although last year's crop was not as good as previous years and is now one of the happiest men in the Great East West.

Henry Devereux of Shillington, Herts, Eng., subscribed for the Call more than a year ago, and like unto many others has become addicted to reading it and now writes: "Dear Sir:--Just a line asking you to stop sending me the Call as father and I will not read me before I leave. I have enjoyed the paper and found it very interesting and instructive, and when I can get in Gleichen I fancy I shall be very much at home. I am coming to the Caribell Colony, just south of Strathmore. The first class I can get in your town I will call and see you."

A well-attended meeting of the general committee of the key route was held in McKie and Henderson's office Wednesday 1st March. The finance committee reported well. It was decided to purchase 20 suit and all necessary equipment. The time for the removal of the lumber shed was fixed for March 21, when a public demonstration would be given. Further particulars will be announced later. The next meeting of the committee is called for Wednesday, 13th inst.

# McCammon and Ramsay

"THE BUSY STORE"

Spring  
Clothing

Spring  
HATS

Spring  
Footwear

All Signs Point to Spring. Not the least is Activity now in Full Bloom at "The BUSY STORE."

Semi-Ready  
Tailoring



is one of Our Specialties.  
Suits -- \$15.00; \$18.00;  
\$20.00; 22.50 and \$25.00  
Also Special Order Suits  
to Measure

**J. & T. Bell's Fine Footwear**

Stetson's, Mallory, and Barrington Hats

New Skirts, Waists, Whitewear, Underwear, Gloves, Hosiery, Etc., Etc.  
Now Showing at our Dry Goods Department

Just to Hand This Week--

One Car Robin Hood Flour One Car Salt One Car B.C. Sugar  
All at popular Quick Selling Prices

Yours for Spring Goods--

**McCammon & Ramsay**

**DON'T READ THIS**

Unless you wish to take advantage of this Year Last Opportunity to Buy

**LOTS**

In the EAST END of Gleichen at the Remarkably Low Price of \$40. Terms, \$10 down and \$10 every 6 months till paid at 6 per cent interest.

CORNER LOT at Cluny, with 7-Roomed HOUSE Own Flowing Well on Property. TERMS Moderate for Quick Sale

We also have a few Half-acre Lots at \$125. Terms: \$25 down and \$25 every Six Months until paid

**McKIE & HENDERSON**

FIRE AND LIFE INSURANCE LOANS, ETC.

# FINAL FINISH SALE

STILL BOOMING at J. A. E. BEUPRES

Values Doomed! Prices Riddled!

Beshears Bros. & Co. in Charge

The Reason Why

We have good and sufficient reasons for selling this stock at the prices we say, because, as we have advertised before, that Mr. J. A. E. Beupres is giving up the retail business, and intends making his future home in Vancouver, B.C., therefore it is up to us, Beshears Bros. & Co., to cut prices to the core in order to make a complete disposal.

Is This Not Sufficient Reason?

To convince you that This Sale is Genuine in every particular, if not, a visit to our store will prove, beyond a doubt that OUR PRICES are the Lowest in Gleichen.

Listen, Oh, My Son!

To the Learning of Polonius;  
"Costly thy raiment as thy purse can buy,  
Rich, not gaudy, nor o'er-express'd in fantasy  
For the raiment oft forswells the man."

The man that has not off buying his Summer Supply of Merchandise until this Great Sale started is certain y in LUCK.

Kompetition Completely Krushed

All attempts at opposition will be swept aside. Even the other merchants are astonished since they have learned the extent of the reductions that is being made on this high grade stock of merchandise. The town is in an uproar and is bent on making one out of profit, as the entire stock must be sold at once. All other merchants must sell at a profit, therefore, it stands to reason that our prices will be the Lowest. It's up to you to hitch your Dollar to the biggest Load of Value it has ever pulled; its up to you to quit paying high prices for your goods. It's time for you to get wise to the fact that the "Dollar" is your Best Friend. Don't waste your hard-earned money, but spend it wisely. Spend it where you can get the most. Compare prices and then you will notice the difference in our Prices and the merchants that are making a profit. THESE ARE FACTS.

Plain Facts and Plain Figures

Every article is marked in plain figures and strictly One Price to all, and that One Price will, in every instance, be the lowest ever quoted in Gleichen. We will not, and do not, want to make one cent of profit, as the entire stock must be sold at once. All other merchants must sell at a profit, therefore, it stands to reason that our prices will be the Lowest. It's up to you to hitch your Dollar to the biggest Load of Value it has ever pulled; its up to you to quit paying high prices for your goods. It's time for you to get wise to the fact that the "Dollar" is your Best Friend. Don't waste your hard-earned money, but spend it wisely. Spend it where you can get the most. Compare prices and then you will notice the difference in our Prices and the merchants that are making a profit. THESE ARE FACTS.

Don't Forget the Prize Contest

EACH SATURDAY

Samples of What your Money Will Buy You

While the Stock Lasts

9 Tins of Corn, Peas or Beans for \$1.00  
A wholesale traveller offered to take all we had at these prices; but we strictly refused, as these bargains are for the buying public only--  
\$10.50 Men's Suits for \$4.50  
\$2.50, \$3, and \$3.50 Shoes at .75c.  
\$1.50 to \$3.00 Hats for .95c.  
50c. Balbriggan underwear at .30c.  
\$7.00 Ladies' Silk Waists, all shades, \$4.65  
50c. Underwear for .25c.  
\$2.50 to \$3.00 Ladies' Oxford Shoes for \$1.00  
Reg. 60c. Ladies' Llama Hosiery for .45c.  
Reg. \$1.00 to \$1.25 Men's Work Shirts, 50c to 70c  
Reg. \$2.00 Men's Dress Shirts for 70c to \$1.25  
Reg. \$35.00, one only, Men's Fur Coat who wants it for \$20.00  
Reg. 10c. Prints for .6c.  
15c. Prints for .10c.  
Reg. 12 1/2c. Flannelette for .8c.  
Reg. 15c. Shirting for .11c.